



# City of Loma Linda Official Report

Floyd Petersen, Mayor  
Karen Hansberger, Mayor pro tempore  
Robert Christman, Councilmember  
Stan Brauer, Councilmember  
Robert Ziprick, Councilmember

COUNCIL AGENDA: July 22, 2003  
TO: City Council  
VIA: Dennis R. Hallaway, City Manager  
SUBJECT: Chamber of Commerce Quarterly Report and request for  
disbursement of funds pursuant to agreement with the City

## **RECOMMENDATION**

It is recommended that the City Council receive the Quarterly Report for filing and authorize disbursement of funds.

**REQUEST FOR QUARTERLY FUNDING  
WITH ATTENDING SUPPORT DOCUMENTS  
TO  
LOMA LINDA CITY COUNCIL  
LOMA LINDA REDEVELOPMENT AGENCY**

**July 22, 2003**

**C O N T E N T S**

- \* President's Letter of Request for Quarterly Payment
- \* Roster of Directors 2003
- \* Staff Activity Reports (April/May/June 2003)
- \* Financial Report Through June 30,2003
- \* Membership Update Material (April/May/June 2003)
- \* Loma Linda Report May/June 2003 Issue
- \* 2003 Loma Linda Official Street Map
- \* Path of History: Self-Guided Driving Tour Map

2003 CHAMBER  
BOARD OF DIRECTORS

Jeanne Minnerly, President  
The Copeland Group

Phil Jolley, President-elect  
Golden Opportunities

Phil Carlisle, Secretary  
Loma Linda Market & Nutrition Center

John Ruffcorn, Treasurer  
Retired, University Church  
of Seventh-day Adventists

Manuel Aranda, Jr.  
SBV Water Conservation District

Elsie Chan  
Spectrotape Corporation

Sandy Chapman

Jean Chiuminata  
State Farm Insurance

Kathy Dexter  
Design by Dexter

Tod Dunfield  
Linda Valley Villa & Care Center

Rose Estupinan  
Heritage Gardens

Robert Frost  
Loma Linda University Foundation

Dr. David B. Hinshaw, Jr.  
Loma Linda University Medical Center

L. Roo McKenzie  
Loma Linda Academy

Maria Petrie  
Bank of America

Dick Schaefer  
Loma Linda University

Dean Stordahl  
VA Loma Linda Healthcare System

Mel Upp  
Inland Printing

Honorary Board Member  
Dr. Gayle Rhoads

DIRECTORS EMERITUS

Dr. David Bieber  
Retired, Past President  
Loma Linda University

Elmer Digneo  
Retired, Past Head Principal  
Loma Linda Academy

Norman Meyer  
Retired, Former Vice-President  
Loma Linda Community Hospital &  
Loma Linda University Medical Center

Lillian Miller  
University Realty

Willard Stewart  
United Property Management

# LOMALINDA

## CHAMBER OF COMMERCE

2003 Officers and Board of Directors  
(Effective June 30, 2003)

**President:** Jeanne Minnerly  
**Secretary:** Phil Carlisle

**Vice-President/President-Elect:** Phil Jolley  
**Treasurer:** John Ruffcorn

Manuel Aranda, Jr. 12/31/05  
SBV Water Conservation Dist.  
P.O. Box 1839  
Redlands, CA 92373  
793-2503

**Elsie Chan 12/31/03**  
**Vice President**  
**Spectrotape Corporation**  
**345 W. Valley Blvd.**  
**Colton, CA 92324**  
**825-6744**

Kathy Dexter 12/31/04  
Design by Dexter  
964 Creek View Lane  
Redlands, CA 92373  
307-2221

Rose Estupinan 12/31/05  
Heritage Gardens  
25271 Barton Rd.  
Loma Linda, CA 92354  
796-0216

**Phil Jolley 12/31/04**  
**President-Elect**  
**Golden Opportunities**  
**25884-D Business Center Dr.**  
**Redlands, CA 92374**  
**799-5181**

Norman Meyer Emeritus  
25762 Sunrise Way  
Loma Linda, CA 92354  
799-0777

Dick Schaefer 12/31/03  
The Heritage Room  
Loma Linda University  
Loma Linda, CA 92350  
558-1000  
David Bieber Emeritus  
11560 Hillcrest  
Loma Linda, CA 92354  
796-4521

Mel Upp 12/31/04  
Inland Printing  
614 Oak St., San Bernardino, CA  
92410  
888-5225

Sandy Chapman 12/31/03  
1221 Kings Way  
Redlands, CA 92373  
798-6251

Elmer Digneo Emeritus  
10613 Ohio St., P.O. Box 1333  
Loma Linda, CA 92354  
796-0465

Robert Frost 12/31/05  
LLU Foundation  
Loma Linda University  
Loma Linda, CA 92350  
558-4534

Peg Karsick  
LL Chamber of Commerce  
25541 Barton Road, Ste. 4  
Loma Linda, CA 92354  
799-2828

Lillian Miller Emeritus  
University Realty, Inc.  
11156 Anderson, P. O. Box 788  
Loma Linda, CA 92354  
796-0156

Willard Stewart Emeritus  
United Property Management  
10535 Anderson St.  
Loma Linda, CA 92354  
796-2897  
**Phil Carlisle 12/31/03**  
**Secretary**  
**LL Market**  
**11161 Anderson St.**  
**Loma Linda, CA 92354**  
**824-4565**

**Jean Chiuminata 12/31/05**  
**Vice President**  
**State Farm**  
**P.O. Box 276**  
**Sky Forest, CA 92385**  
**336-7233**  
David Hinshaw, Jr. 12/31/05  
LLU Medical Center  
11234 Anderson St.  
Loma Linda, CA 92354  
558-4013

**L. Roo McKenzie 12/31/05**  
**LL Academy**  
**10656 Anderson St.**  
**Loma Linda, CA 92354**  
**796-0161 x3301**

**Jeanne Minnerly 12/31/03**  
**President**  
**The Copeland Group**  
**25809 Business Ctr Dr., #F**  
**Redlands, CA 92374**  
**799-8565**

**John Ruffcorn 12/31/04**  
**Treasurer**  
**23187 Glendora Dr.**  
**Grand Terrace, CA 92313**  
**824-2986**

Dean Stordahl 12/31/03  
VA Loma Linda Healthcare Sys.  
11201 Benton St.  
Loma Linda, CA 92354  
422-3002

*Taking Care of Our Businesses*

# LOMA LINDA

CHAMBER OF COMMERCE

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Willard Stewart  
United Property Management

July 16, 2003

The Honorable Floyd Petersen, Mayor  
Members of the City Council  
Members of the Redevelopment Agency  
Dennis Halloway, City Manager  
City of Loma Linda  
Loma Linda, California 92354

Re: Quarterly Report of the Loma Linda Chamber of Commerce

Dear Mayor Petersen,  
Council Members, and  
Redevelopment Agency Members:

On behalf of the Loma Linda Chamber of Commerce, I am submitting the following report under the terms of the Promotional Agreements between the City of Loma Linda/Redevelopment Agency and the Chamber of Commerce. It is our understanding that although the agreements with these two bodies will continue as before, total funding will come from the Redevelopment Agency.

Please consider this the Chamber's official request for funds in the amount of \$12,000.00 to be released July 22, 2003, from the Redevelopment Agency, pursuant to the Chamber's ongoing promotional agreements. This payment represents compensation for completion of work during June, July, and August 2003.

Since our last report, the Chamber has increased its responsibilities and activities, some new and others ongoing:

1. We continue to serve the general public and the business community, with total response to requests and inquiries and general communications (excluding newsletter) at 5,176 for the months of April, May, and June. Detailed reports are attached.
2. We sponsored a luncheon seminar featuring economist John Husing on May 22<sup>nd</sup> to provide an update on Inland Empire Economic projections.

*Taking Care of Our Businesses*

Mayor Petersen, Council Members, and  
Redevelopment Agency Members  
July 16, 2003

3. We held our 11<sup>th</sup> Annual Business Showcase on April 24<sup>th</sup> at the Campus Plaza.
4. The May/June issue of the Chamber's *Loma Linda Report* incorporating City news was published and distributed to all households and businesses in Loma Linda. Circulation is 10,000. We are enclosing here a copy of this issue.
5. We held our 15<sup>th</sup> Annual Scramble Golf Classic at Palm Meadows on June 11<sup>th</sup>, with the highest number of participants in the history of the tournament.
6. We completed the official City of Loma Linda map, now available through the Chamber and City offices. A copy is attached.
7. We continue to develop materials for visitor services to promote Loma Linda businesses and the City to visitors and daytime population. Our City driving tour map is now available through the Chamber and City offices. A copy is attached. The brochure production was a cooperative project through the Chamber, City, and Loma Linda University, and is based on a route mapped by Elmer Digneo.
8. Our membership now stands at 208.
9. We are continuing site visits to area businesses (members and non members).
10. The Chamber continues participation in community affairs in general. More specifically, the Chamber participated (attending, providing manpower, soliciting funds and/or prizes, giving public support, etc.) in the following:

We attended and participated in the plaque unveiling for Senior Center donors on May 18<sup>th</sup>.

We are currently coordinating and/or attending the following:

  - \* Cold Stone Creamery Grand Opening/Ribbon Cutting July 22<sup>nd</sup>.
  - \* Christian Martial Arts Academy Grand Opening/Ribbon Cutting July 31<sup>st</sup>.
11. Regular meetings include Executive Committee, Board of Directors, Breakfast Network, Membership, and Chamber Ambassadors. Other committees meet on an as needed basis.
12. The Breakfast Network continues to meet every Wednesday at 7:30 a.m. for programs and networking. Attendance averages about 25-30.

Mayor Petersen, Council Members, and  
Redevelopment Agency Members  
July 16, 2003

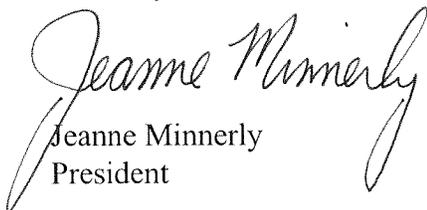
The following Chamber-sponsored activities and projects are in the planning stages through the next quarter:

- Coordination of 2003 Business Directory and Resource Guide scheduled for summer completion and distribution.
- Continued refinement and execution of 2003 Program of Work with emphasis on business support; transition planning for 2004 Board.
- Continued refinement and updating of our Chamber's website.
- Nominating Committee activity for new Board members.
- Ongoing marketing campaign to increase Chamber revenue stream through expansion of membership base and advertising base.
- Ongoing site visits to businesses to gather input for the Chamber and City as we work toward a continuing "business friendly" environment.
- Coordination and planning for Annual Community Parade, to be held October 19<sup>th</sup>.
- Coordination and planning for "Summer Celebration" New Member Welcome Luncheon on August 21<sup>st</sup>.

Our office continues to serve the public and coordinate the activities of the Chamber under the direction of Chief Executive Officer, Peg Karsick, with the support of her Executive Assistant, Darla Stern and office volunteers. We invite you to stop by our office soon. They welcome your inquiries and input as we all work together for Loma Linda's benefit. Detailed staff reports are attached for your information.

As Chamber President for the year 2003, I look forward to working with the City Council and staff under our contractual agreements to promote the City of Loma Linda. Our Officers, Directors and our staff will continue to work closely with the City's departments to encourage and support a positive business climate, to foster total community involvement in our Chamber of Commerce, and to promote Loma Linda as a city that is business friendly. We are pleased that our recent joint effort to resolve signage issues was a success. Please feel free to call on us to assist through mobilizing our business and community resources as other concerns arise.

Sincerely,



Jeanne Minnerly  
President

JM/ds

Attachments

# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

June 2003

## CORRESPONDENCE AND INFORMATION INQUIRIES

---

Letter and Material Responses to Requests:	11
Faxes	12
E-Mails	12
Web Site Hits (Phil Jolley)	1017
Information Inquiries by Telephone and Walk-Ins:	222
Invoices:	67
Other:	0
Membership:	
Renewal Acknowledgements	8
New Member Acknowledgements	3
Member Solicitation	0
<b>Total Membership &amp; Business Correspondence:</b>	<b>1352</b>
Golf Tournament Thank You Letters	74
<b>TOTAL CORRESPONDENCE AND INQUIRIES:</b>	<b>1,426</b>

### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members.

Responded to inquiries from the public.

Handled routine office business.

Worked July/August Newsletter

## **PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY**

Regular Meetings Held/Attended:

June 4<sup>th</sup>, 18<sup>th</sup>, 25<sup>th</sup> : Breakfast Network

June 19<sup>th</sup>: Executive Committee Meeting

June 19<sup>th</sup>: Board of Directors Meeting

June 3<sup>rd</sup>: Ambassador Corps

June 26<sup>th</sup>: Golf Wrap-Up Meeting

**Meeting notices to Board and Committee Members: 58**

## **MISCELLANEOUS ACTIVITIES**

- Received final City Driving Tour brochures.
- Received City Map supply.
- Continued ongoing Golf Tournament preparation and execution of tournament on June 11<sup>th</sup>.
- Interviewed candidates for Executive Assistant; hired Darla Stern through Apple One Agency.
- Met with Cold Stone Creamery owner to plan July 22<sup>nd</sup> Grand Opening/Ribbon Cutting.
- Met with LLU Foundation personnel to discuss marketing plans.
- Met with Christian Martial Arts Academy owner to plan July 31<sup>st</sup> Grand Opening/Ribbon Cutting.

# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

May 2003

## CORRESPONDENCE AND INFORMATION INQUIRIES

---

Letter and Material Responses to Requests:	11
Faxes	81
E-Mails	4
Web Site Hits (Phil Jolley)	904
Information Inquiries by Telephone and Walk-Ins:	153
Invoices:	48
Other:	0
Membership:	
Renewal Acknowledgements	19
New Member Acknowledgements	3
Member Solicitation	0
<b>Total Membership &amp; Business Correspondence:</b>	<b>1,223</b>
John Husing Lunch Invitation	300
May/June Newsletter	8,980
<b>TOTAL CORRESPONDENCE AND INQUIRIES:</b>	<b>10,503</b>

### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members.

Responded to inquiries from the public.

Handled routine office business.

Distributed May/June Newsletter

## **PARTICIPATION IN COMMITTEE MEETINGS AND OTHER ACTIVITY**

Regular Meetings Held/Attended:

May 7<sup>th</sup>, 14<sup>th</sup>, 21<sup>st</sup>, 28<sup>th</sup> : Breakfast Network

May 8<sup>th</sup>: Executive Committee Meeting

May 8<sup>th</sup>: Board of Directors Meeting

May 7<sup>th</sup>: Ambassador Corps

May 8<sup>th</sup>, 11<sup>th</sup>, 22<sup>nd</sup>, 29<sup>th</sup>: Golf Meeting

**Meeting notices to Board and Committee Members: 47**

## **MISCELLANEOUS ACTIVITIES**

- Completed City Driving Tour brochure.
- Gave presentation to LLU Marketing class regarding marketing for health professionals.
- Interviewed candidates for Administrative Assistant's position.
- Completed City Map project.
- Attended and participated in plaque unveiling for Senior Center donors (May 18<sup>th</sup>).
- Gave Chamber overview for Academy 3<sup>rd</sup> grade class visit to the Civic Center.
- Coordinated Inland Empire Economic Forecast Luncheon, held on May 22<sup>nd</sup> .
- Continued ongoing Golf Tournament preparation.

# LOMA LINDA CHAMBER OF COMMERCE ACTIVITY REPORT

April 2003

## CORRESPONDENCE AND INFORMATION INQUIRIES

---

Letter and Material Responses to Requests:	13
Faxes	57
E-Mails	6
Web Site Hits (Phil Jolley)	817
Information Inquiries by Telephone and Walk-Ins:	264+
Invoices:	66
Outbound calls for Golf Prizes	76
Other:	32
Membership:	
Renewal Acknowledgements	15
New Member Acknowledgements	5
Member Solicitation	0
<b>Total Membership &amp; Business Correspondence:</b>	<b>1,275+</b>
Business Showcase Thank-You	25
Golf Mailing	906
<b>TOTAL CORRESPONDENCE AND INQUIRIES:</b>	<b>2,282+</b>

### REGULAR ACTIVITIES

Coordinated meetings; coordinated with Treasurer John Ruffcorn to prepare financial reports and review month by month budget projections for 2003.

Oversaw set up and coordinated preparation for Breakfast Network including scheduling of programs and phone calls to solicit attendance and support.

Conducted ongoing membership activity, following up on delinquent renewals and soliciting new members.

Responded to inquiries from the public.

Handled routine office business.

Prepared May/June Newsletter

## **PARTICIPATION IN COMMITTEE AND OTHER ACTIVITY**

Regular Meetings Held/Attended:

April 2<sup>nd</sup>, 9<sup>th</sup>, 16<sup>th</sup>, 23<sup>rd</sup>, 30<sup>th</sup>: Breakfast Network

April 10<sup>th</sup>: Executive Committee Meeting

April 10<sup>th</sup>: Board of Directors Meeting

April 1<sup>st</sup> & 16<sup>th</sup>: Ambassador Corps., and related meetings

**Meeting notices to Board and Committee Members: 32**

## **MISCELLANEOUS ACTIVITIES**

- Leased a new Xerox copier and service
- Continued an ad solicitation mailing campaign to increase LL Report ad sales; sent direct mailer to potential advertisers.
- Worked on coordination of May 22<sup>nd</sup> luncheon seminar featuring Dr. John Husing's economic update for the Inland Empire.
- Met with membership committee on April 3<sup>rd</sup>
- to discuss membership committee progress and plans.
- Submitted quarterly city funding request for April 8 considerations. Funding was received on April 10<sup>th</sup>.
- Completed work on City Driving Tour map.
- Conducted 11<sup>th</sup> Annual Business Showcase on April 24<sup>th</sup>.

## JUNE YTD 2003 VARIANCE REPORT

1/1/03 Through 6/30/03

Category Description	1/1/03 Actual	- Budget	6/30/03 Difference
<b>INFLOWS</b>			
I. AGAINST BAD DEBT	0.00	0.00	0.00
I. CHAMBER PUBL	3,313.35	2,500.00	813.35
I. COM. EVENTS	0.00	0.00	0.00
I. DONATIONS	0.00	0.00	0.00
I. INTEREST	52.06	96.00	-43.94
I. LL CITY RED.	24,000.00	24,000.00	0.00
I. MEMB. EVENTS	2,184.00	1,500.00	684.00
I. MISC. INCOME	286.57	240.00	46.57
I. NEW MEMBERS	3,215.00	3,000.00	215.00
I. NEWSLETTER	5,983.00	6,000.00	-17.00
I. RENEWALS	13,095.00	13,500.00	-405.00
I. S.E. BUS. PR	0.00	0.00	0.00
I. S.E. COM. LU	1,360.00	1,000.00	360.00
I. S.E. EXPO	6,715.00	7,000.00	-285.00
I. S.E. GOLF	17,893.00	12,500.00	5,393.00
I. S.E. INSTALL	11,559.00	8,900.00	2,659.00
I. S.E. PARADE	0.00	0.00	0.00
<b>TOTAL INFLOWS</b>	<b>89,655.98</b>	<b>80,236.00</b>	<b>9,419.98</b>
<b>OUTFLOWS</b>			
E. AUTO	655.00	498.00	-157.00
E. BAD DEBTS	0.00	150.00	150.00
E. COM. EVENTS	0.00	0.00	0.00
E. DEPRECIATION	402.00	402.00	0.00
E. DUES & SUB.	444.00	650.00	206.00
E. INSURANCE	1,750.87	2,000.00	249.13
E. MEMB. EVENTS	2,233.92	800.00	-1,433.92
E. MISC.	452.66	252.00	-200.66
E. NEWSLETTER	5,303.99	4,998.00	-305.99
E. OFFICE EQUIP	1,783.74	1,400.00	-383.74
E. OFFICE IMPROVEMENTS	0.00	0.00	0.00
E. OFFICE SUPPL	2,203.99	1,500.00	-703.99
E. OUTSIDE SERV	890.35	1,260.00	369.65
E. P.T. EMPLOY	0.00	0.00	0.00
E. POSSESS. TAX	260.51	250.00	-10.51
E. POSTAGE	1,594.07	1,500.00	-94.07
E. PROMO. P.R.	2,577.23	1,002.00	-1,575.23
E. PROMO. P.R.PHOTOS	0.00	0.00	0.00
E. RENT	4,177.32	4,176.00	-1.32
E. S.E. BUS. PR	0.00	0.00	0.00
E. S.E. COM. LU	2,593.06	2,500.00	-93.06
E. S.E. EXPO	4,194.19	4,000.00	-194.19
E. S.E. GOLF	8,072.96	6,000.00	-2,072.96
E. S.E. INSTALL	8,384.01	8,000.00	-384.01
E. S.E. PARADE	2,003.06	1,800.00	-203.06
E. SALARY & BEN	40,707.96	38,900.00	-1,807.96
E. TELEPHONE	623.45	750.00	126.55
E. TRAV. & EDUC	390.80	250.00	-140.80
Uncategorized Outflows	0.00	0.00	0.00
<b>TOTAL OUTFLOWS</b>	<b>91,699.14</b>	<b>83,038.00</b>	<b>-8,661.14</b>
<b>OVERALL TOTAL</b>	<b>-2,043.16</b>	<b>-2,802.00</b>	<b>758.84</b>





**LOMA LINDA CHAMBER OF COMMERCE  
MEMBERSHIP REPORT  
MONTH ENDING APRIL 2003**

APRIL 03      APRIL 02

Total Membership .....												209	211
*Includes those on Delinquent List													
New Members (Year to Date) .....												12	17
January	1	March	5	May	0	July	0	September	0	November	0		
February	3	April	3	June	0	August	0	October	0	December	0		
Membership Renewals (This Month) .....												19	13
Total Income from Membership (This Month) .....												\$3,870	\$2,340
Renewals:													
New Members:													
One Time Fees:													
Delinquent Memberships (This Month) .....												4	2
Cancelled/Dropped Members (Year to Date) .....												9	5
January	4	March	2	May	0	July	0	September	0	November	0		
February	1	April	2	June	0	August	0	October	0	December	0		